



Blinkit Sales Analysis

Comprehensive insights into sales performance, customer preferences, and outlet effectiveness across the Blinkit platform.

-Rosewal Almeida

Performance Overview

KEY METRICS

\$1.20M

Total Sales

Revenue generated across all outlets and product categories

141

Average Sales

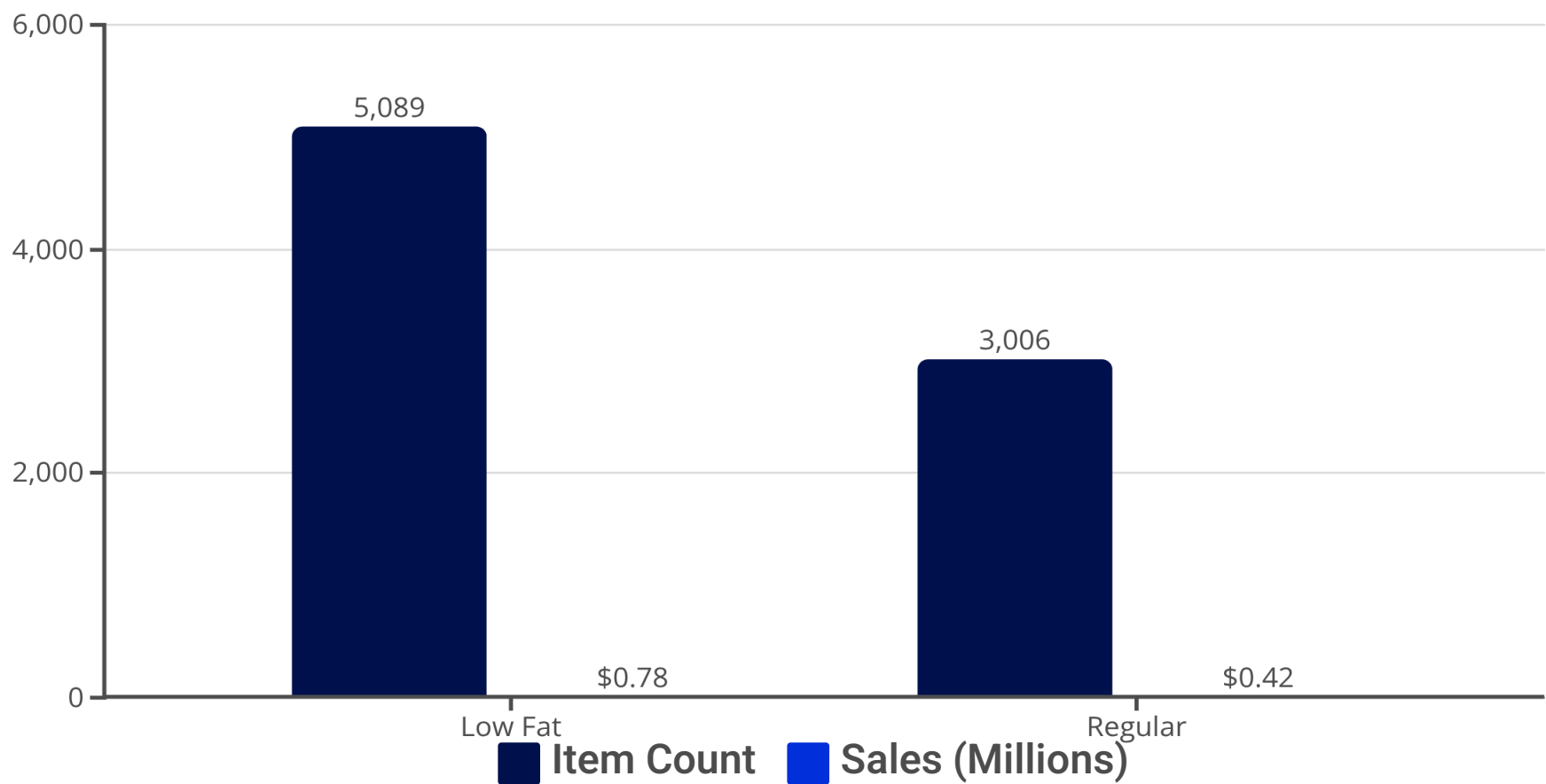
Mean transaction value per item sold

3.9

Average Rating

Customer satisfaction score across all products

Fat Content Analysis



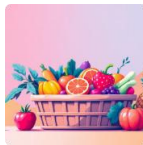
Customer Preferences

Low-fat products dominate with 5,089 items generating \$0.78M in sales. Regular fat items account for 3,006 products with \$0.42M revenue.

Both categories maintain consistent 3.9 average ratings, indicating quality satisfaction across fat content types.

Top Performing Item Types

PRODUCT CATEGORIES



Fruits &
Vegetables

1,232 items | \$178K
sales | 3.9 rating



Dairy Products

682 items | \$101K
sales | 3.9 rating



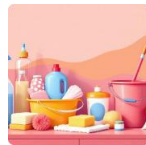
Snack Foods

1,200 items | \$175K
sales | 3.9 rating



Canned Goods

649 items | \$93K
sales | 3.9 rating



Household Items

910 items | \$136K
sales | 3.9 rating



Frozen Foods

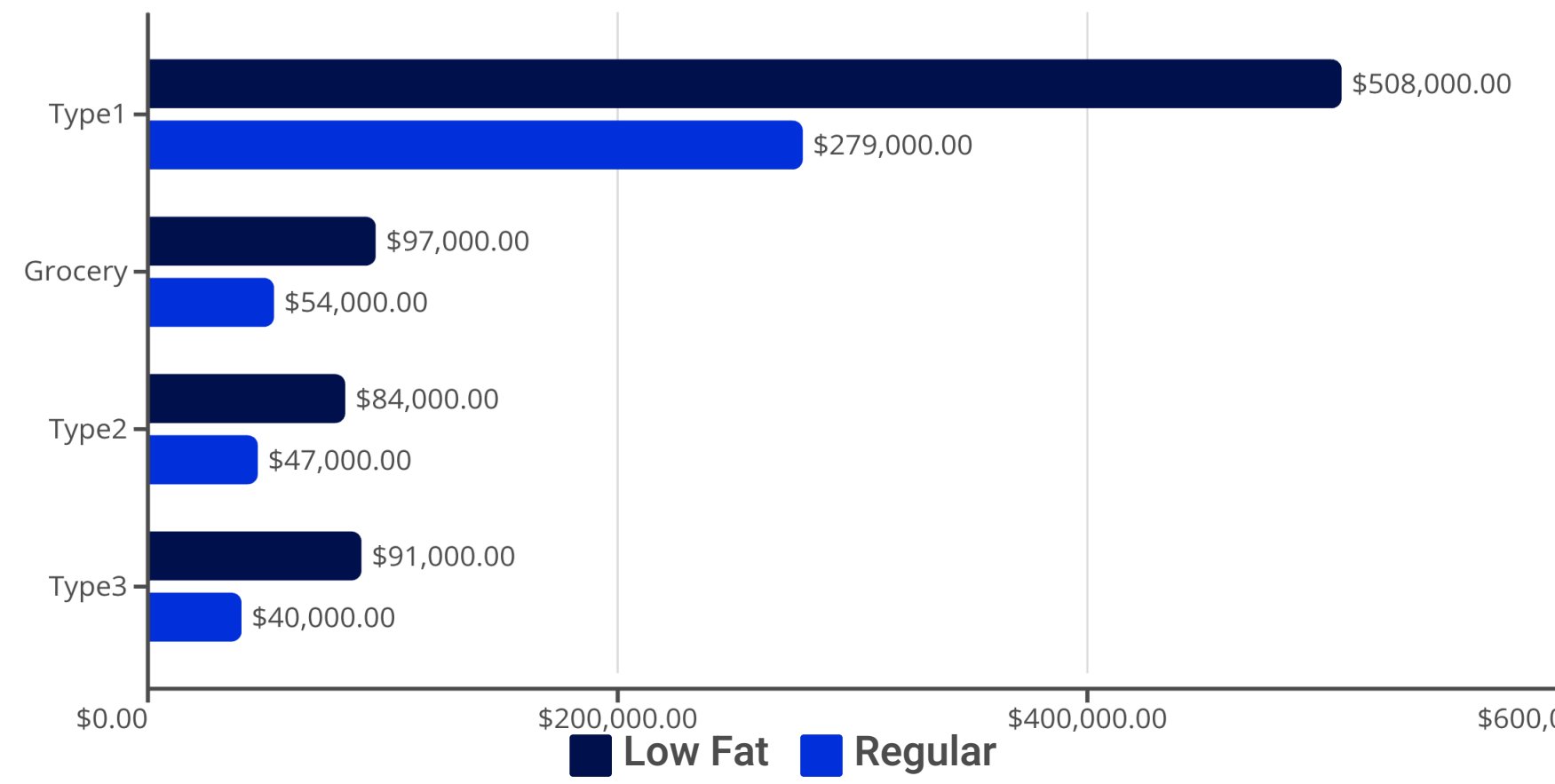
856 items | \$119K
sales | 3.9 rating

Outlet Type Performance

Sales Distribution

Supermarket Type1 outlets lead with \$787K in total sales across both fat content categories. Grocery stores generate \$151K, while Type2 and Type3 supermarkets contribute \$131K and \$131K respectively.

Low-fat products consistently outperform regular items across all outlet types, with Type1 supermarkets showing the strongest preference at \$508K vs \$279K.





Location Type Insights

Tier 3 Cities

2,793 low-fat items (\$472K) and 1,350 regular items (\$220K).

Highest volume market with strong low-fat preference.

Tier 2 Cities

1,553 low-fat items (\$248K) and 1,113 regular items (\$156K).

Balanced distribution with consistent ratings.

Tier 1 Cities

743 low-fat items (\$58K) and 543 regular items (\$46K).

Smaller market with proportional sales patterns.

Strategic Recommendations

Expand Low-Fat Range

Capitalize on strong customer preference with 63% of items and 65% of sales from low-fat products.

Focus on Tier 3

Prioritize Tier 3 cities where sales volume is highest and customer base most established.

Optimize Medium Outlets

Medium-sized outlets drive 42% of sales invest in this proven format for expansion.

Quality Consistency

3.9

Universal Rating

Consistent customer satisfaction across all categories, outlet types, and locations.

Key Insight

The uniform 3.9 rating across 8,095 items, all outlet types, and location tiers demonstrates exceptional operational consistency.

This reliability builds customer trust and supports sustainable growth across diverse market segments.



Key Takeaways

\$1.20M Total Revenue

**Strong performance with
consistent quality ratings**

Tier 3 Leadership

**Highest volume market
driving platform growth**

Low-Fat Dominance

**65% of sales from health-
conscious product choices**

Quality Excellence

**3.9 rating maintained across
all segments**

